

ORDER



WAVY

Orders
Order / Rev: 219010
Alt Order #:
Product Desc: 11/1-11/6 RNC
Estimate: 3545
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Republican National Committee
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN7625
Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	20	\$99,000.00	\$84,150.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$99,000.00	\$84,150.00	0.00
Totals	20	\$99,000.00	\$84,150.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAVY	11/05/12	11/05/12	WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
2	WAVY	11/02/12	11/02/12	WAVY 6AM News	CM	6a-7a	----F--	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$6,000.00		0.00			
3	WAVY	11/05/12	11/05/12	Today Show M-F	CM	7a-9a	M-----	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$6,000.00		0.00			
4	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY News 10 Sa 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,000.00		0.00			
N 5	WAVY	11/03/12	11/03/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	2	\$2,500.00	P1	0.00	NM	2	\$5,000.00
				Notre Dame Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$2,500.00		0.00			
6	WAVY	11/02/12	11/02/12	M-F 4-5p	CM	4p-5p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,500.00		0.00			

